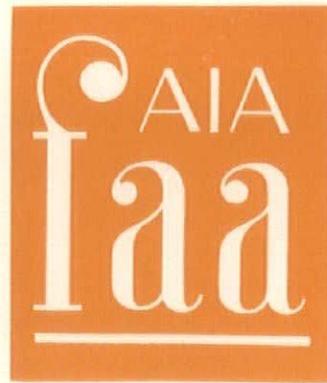


The
Florida Architect

October
• 1954 •



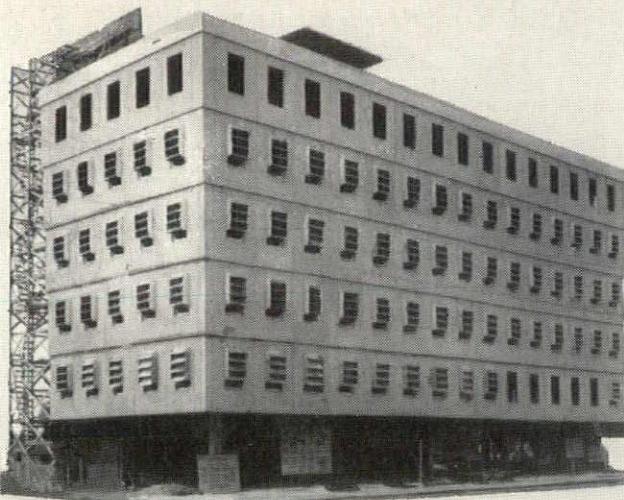
Official Journal

FLORIDA ASSOCIATION OF ARCHITECTS
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1



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BALDWIN BUILDING, Miami. Slabs precast of volcanic pumice concrete and especially treated to expose a brown gravel face. Architect: Alfred B. Parker, Miami. Structural Engineer: Norman Dignum, Miami. General Contractors: Witters Construction Co., Miami.

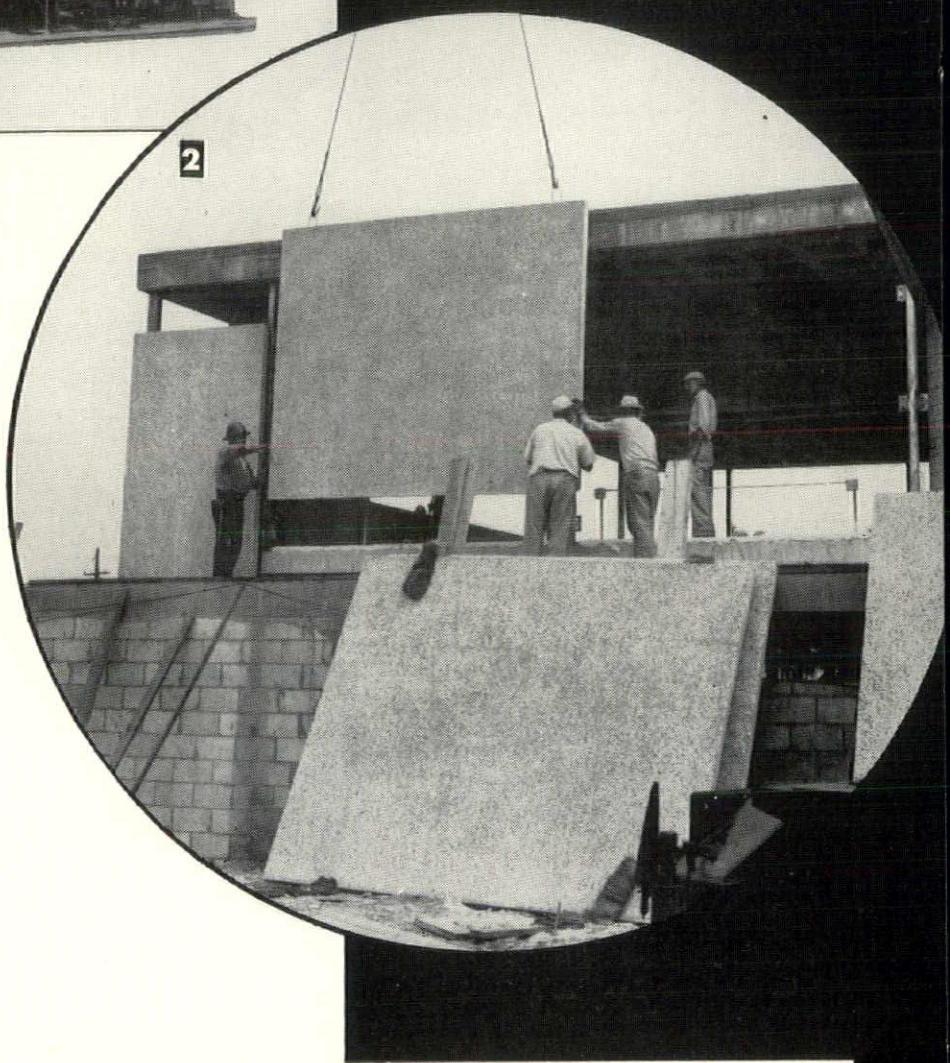
3.

ASHE MEMORIAL, University of Miami. More than 10,000 square feet of slabs 4" thick will be used in the completed building. Architect and Engineers: Watson & Deutschman, Miami. Contractor: Gust K. Newberg Construction Co., Miami.

4.

SEARS ROEBUCK & CO., Coral Gables. A total of 12,600 square feet of wall slabs were used with the largest of the panels 8'7 1/2" x 16'3 1/2" . . . making them some of the largest ever cast in the United States. Architect: Weed, Russell, Johnson Associates, Miami. Contractor: Edward M. Flemming Construction Co., Miami. Engineer: Norman Dignum, Miami.

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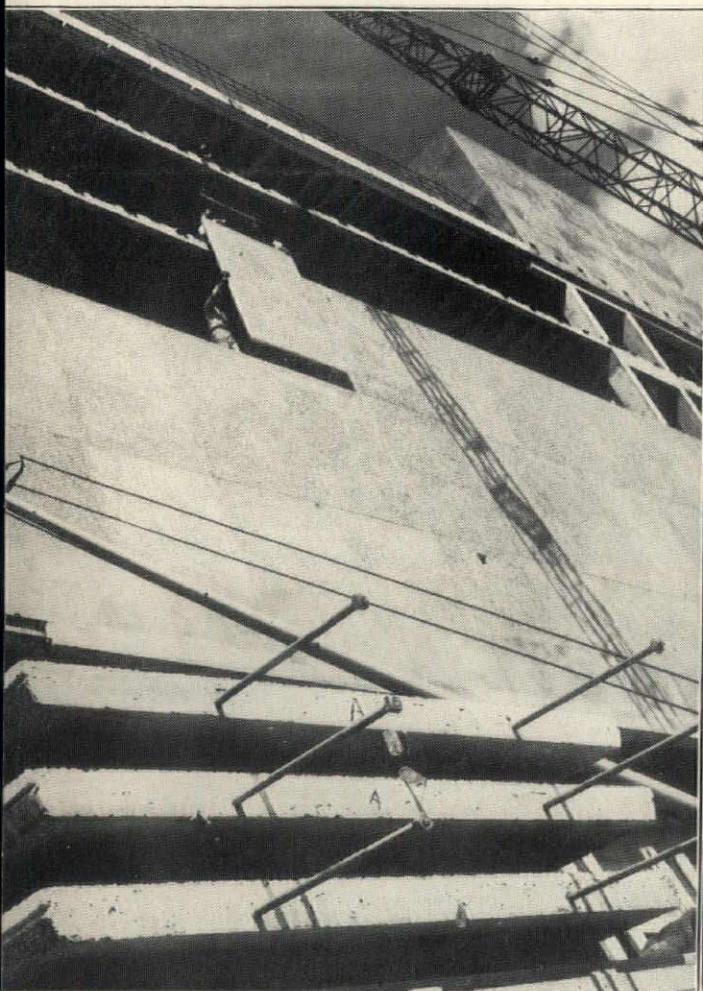
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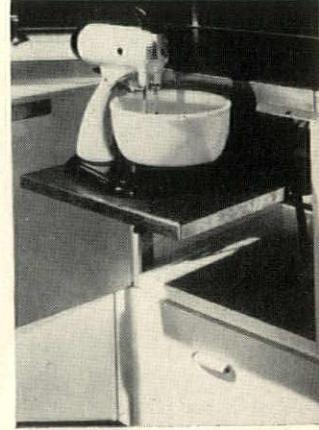
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Swing shelf corner unit



Vegetable tray



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The Florida Architect

Official Journal of the
Florida Association of Architects
of the American Institute of Architects

OCTOBER, 1954 — VOL. 4, NO. 6

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MCMURRAY 26 MIAMI

Atomic Design Is Just Around the Corner

If we are to judge from news that apparently is beginning to leak under the closed doors of industrial atomic energy research, the entire building industry is due for some drastic changes. According to the September issue of *Architectural Forum*, peace-time use of atomic power can produce a whole new range of materials by exposing ordinary products to massive doses of gamma radiation.

Not only can such radiation make an ordinary sheet of soft plastic stronger than the same thickness of structural steel. It can, at the same time, render the material so resistant to heat that it would be completely fireproof when used in construction of buildings. Also, says the magazine, the material can be made translucent, transparent or opaque at will.

Not only can these things be done. But the *Forum* story implied that actual production of "irradiated specialties" was right around the proverbial corner from a \$60 million plant, the design of which has already been completed. And with such products at hand, through a technique of production which would certainly be progressively refined, it could not be long before a complete revolution took place in the art of construction.

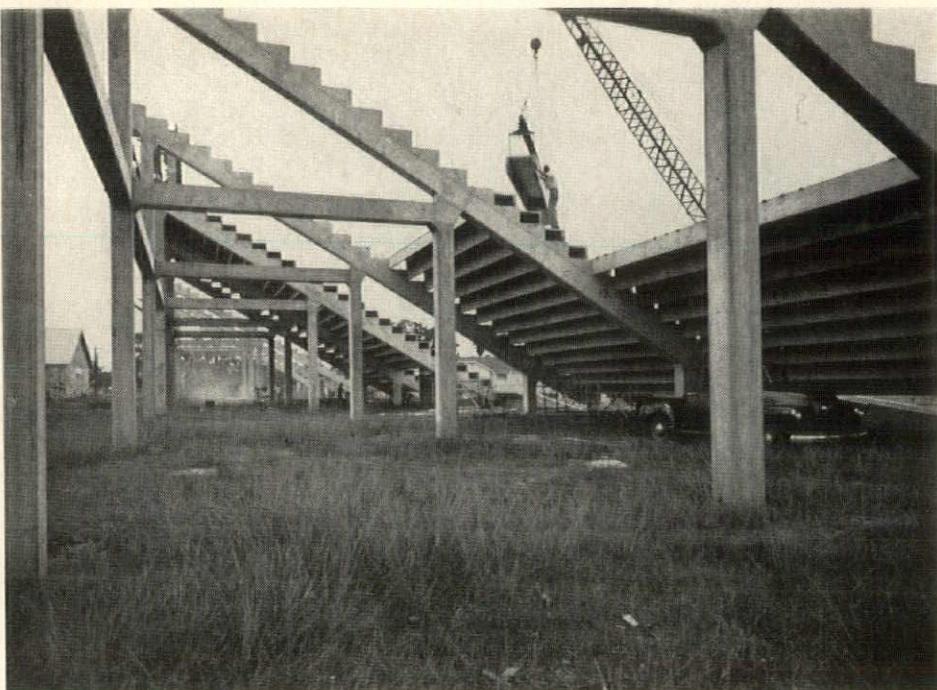
It follows that architecture would undergo quite as radical a change. As pointed out by Douglas Haskell, *Forum* editor, "A change as profound as atomic creation of new materials must result in a new world of architectural forms." From this atomic alchemy would emerge, says Haskell, buildings that would be immensely decreased in weight, vastly greater in clear spans and radically different in structural design—with a continuous "skin" enclosing space that would contain, within a single envelope, both supports and finishes, color, protection from elements, insulation from heat and cold. In short, "all the characteristics we now impose separately" will, in the new atomic building age, become available to designers in "a thin sandwich material" created through gamma radiation.

Of course it seems fantastic to us now. To anyone schooled in terms of structural steel and 2-hour ratings and reinforced concrete formulas, such glimpses of things-to-come appear to be in the same category as flying saucers.

But it doesn't pay to scoff. Myriads of things we now live with as necessities were thought of yesterday as the impossible dreams of some impractical visionary. Progress is nothing but a succession of changes; and in its course, the improbable has a startling way of developing into the commonplace.

So let us keep our eye closely on the atomic ball. But, at least for the next few years, there seems little reason to stop the fight to get better and more generally workable local building codes!

Have you made reservations for Palm Beach yet? Better do it soon, for accommodations are limited. Write Maurice E. Holley, Plaza Circle, Palm Beach, Reservation Secretary.



3800 seat prestressed Concrete Stadium at Plant City, Florida. Ed. Scott, General Contractor; Charles N. Johnson, Architect; Harry H. Edwards, Structural Engineer; Florida Prestressed Concrete Company, Inc., subcontractors. The prestressed U shaped members span 32 feet.

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Does Planning Cost Too Much?

Not if it's good enough, decided a California panel. But it's up to the architect to make the public realize that the plans are worth it.

Just a year ago seventeen men met in California to discuss ways to produce better buildings. Overall results were some remarkably clear-cut statements of the building situation and six recommendations framed as the essence of their discussion. Though expressed primarily as service tools for California's building industry, these results have significance far beyond any single locality.

"Better planning," said the forum collectively, "Can do more to assure economy and efficiency of operation, more to give protection against obsolescence and blight, than any other move the building industry could make. Better planning can do more than any other factor to keep construction booming long after present shortages are met."

Of the seventeen men who comprised the forum, six were architects. Six were more or less typical clients, including two bankers, two development, or "merchant" builders, two management executives. The rest were made up of an engineer, a contractor, a landscape architect, an interior designer and an editor who acted as moderator throughout forum discussions. Results of their deliberations are the more significant because of this diversity of background, specialized experience and viewpoint. And what they had to say about California's building activities, applies even more forcefully to conditions in our own state of Florida.

As in California, building here has become the State's largest industry. But, unlike the Western area, rates of growth in Florida are now exceeding by wide margins not only national averages in almost every category, but also increases in all but two of the forty-eight states. Our state is growing so fast in population, in industrial development, in distributive activities—in addition to its basic agriculture and tourism—that most service industries, including construction, appear to be lagging.

Thus, Florida's problem of building involves quantity as well as quality of construction. The need of the industry in our state is not to needle the continuation of a boom. It is rather to keep pace, as best it can, with expanding demands of the state's development. The danger here is not that there will not be enough building, but that there may be too much which is ill-conceived. We have arrived at a point where expediency is a poor substitute for a program.

In view of all this, the need for better planning hits every factor of Florida's building industry with particular force. As noted in the California forum, the building situation has changed so rapidly that lack of planning is one chief cause of rapid building obsolescence. Building costs have more than doubled, so every error or oversight in planning costs twice as much. Gradually, buildings have become more complex, with the

need for mechanical equipment so intensified that mechanical costs have increased to represent one-third, or even more, instead of one-tenth, of the total building cost.

Standards of building performance have been steadily rising, too. Schools, hospitals, factories, even homes—all must today provide for and integrate types of equipment for heating, cooling, lighting, power and sound that were scarcely available ten years ago. Personnel requirements likewise are no longer the same. Meeting the needs for shelter, food and sanitation is no longer sufficient—either in the small house, where one generation seeks friendly protection from the other, or in a factory where employees expect working conditions that embody cleanliness, decent comfort, provision for safety, facilities for some recreation and a convenient place to park the car.

Only through the medium of better planning, decided the California forum, can all these various new requirements of modern building be met—with the assurance that costs will be in line with good value and that the building itself will deliver the full measure of public service and safety for which it was designed. What is true of California—at least in this respect—holds equally true for Florida. Here, then, are the six recommendations that hold so much significance for building progress.

(Continued on Page 14)



G. C. Hosch

Starting next January architects and engineers will be covered by Social Security. When Congress voted, for the third time in four years, to re-design the country's mammoth Social Security system, coverage was extended to include those "self-employed professionals," who earn at least \$400 for themselves in a year. At the same time Social Security benefits were increased.

What does that mean to architects? How does it affect the young architect who runs a one-man office? Will it change existing situations in large, or medium-sized offices? Will older architects, now approaching what the Government calls retirement age, benefit by the new Social Security law?

A blanket, general answer to those questions can be put like this: The new law will affect everybody in the architectural and engineering professions. Not only individuals, from student apprentice to principal will be involved. New Social Security provisions also touch the retirement incomes of wives; and if you should die, your family is promised bigger benefits than at present.

Specifically, the new law says this: As a self-employed professional man, an architect can now count on receiving a pension when he reaches the retirement age of 65. If your income has been \$4,200 or more for at least a year and a half before you reach that age, you will be able to retire at the maximum pension of \$108.50 per month. If your wife is also 65 or more at that time, your total family pension will be \$162.50 per month or \$1,953.60 of tax-free income yearly.

If you wish to do some work after

Everybody Benefits

The Social Security blanket now covers the architect, too. G. C. Hosch, Lake Worth accountant and tax consultant, highlights the new rules and suggests how architects can eat retirement cake and have it too.

retirement, the new law says you can earn up to \$100 per month, thus giving you and your wife a total yearly retirement income of \$3,153.60. With a home paid for that could mean carefree living for the rest of your life.

Of course, this new set-up entails some costs. If you're an employee of a practising architect, your withholding tax will apply next year to the first \$4,200 of your income instead of the first \$3,600 as now. The tax, however, will be the same, 2 percent. So, instead of paying \$72 toward retirement income you'll be paying \$84. Your employer matches this amount.

In 1960, unless Congress should change the schedules now made into law, the tax rate will rise to 2½ percent—\$105 a year for both you and your employer. And by 1975 it's scheduled to rise to 4 percent or payment of \$168 for both employer and employee.

To some that may seem high. But it compares favorably with many private pension plans, which, of course, most architects' offices do not have. Under Social Security, for example, an employee covered since 1937, when the system was first started, and reaching 65 in January, 1957, would be eligible for a monthly old-age pension check of \$108.50. In payroll taxes that cost him only \$837—matched, of course by his employer to bring the total tax payment to \$1,674.

Under a private pension plan the cost would be several times higher. An annuity, bought in 1937, to start paying off in January, 1947 at a monthly rate of \$108.50 would have

cost the employee \$8,200 in premiums. Further, the private plan would take no account of the employee's wife. Under Social Security the wife would be entitled to \$54 if she, too, were 65 at the time of her husband's retirement.

The self-employed architect now pays no Social Security tax against his own income. Beginning in January he'll be required to pay 3 percent on his yearly earnings up to \$4,200—or a total of \$126 per year. If Congress doesn't change the law again, by 1975 that tax will have risen to 6 per cent for an annual total of \$252.

For a young architect, just starting his own office, that could mean a tax payment of several thousand dollars before reaching retirement age. But it still would be substantially less than annuity payments under any private pension plan.

But for the older architect, new Social Security regulations could be like economic manna from heaven. Suppose, for example, you're pushing 65 and will reach that age during the latter part of 1956. If your self-employment income from next January to the time you reach 65 is \$4,200 or more per year, you're in a perfect spot to retire with payment of what Social Security calls a "primary insurance amount" of \$108.50 for the rest of your life.

Already noted is the fact that this amount may be increased by benefits for your wife. In addition, you can earn "wages" up to \$1,200 per year without jeopardizing receipt of your pension payments. That is, you can earn that much up to 72; after you reach that age you'll be free to

enjoy unlimited earnings without loss of any Social Security checks.

In addition, your pension checks won't be affected by income of any amount from annuities, other pensions, dividends or other investments. That means you could retire from active practice, hire a manager for your office, draw profits and still receive your old-age pension. The profits will be considered investment income.

That sketches a pretty attractive picture to architects with established offices who look forward toward the time they can "take it easy." And it not only furnishes a good basis for planning ahead to a time that will not only give you a pleasant period of retirement. It suggests that organizing your office for a long-range program could have several benefits—personal ones for you, the self-employed principal, and incentive ones for the promising youngsters who are now your employees.

Many other clauses in the new Social Security set-up touch various members of the architectural profession to some degree. From the employer's viewpoint, it will cost more because withholding percentages are based on higher average monthly wages—a monthly maximum of \$350 instead of \$300 as at present—as well as increased percentages scheduled in years to come.

From the employee's standpoint the pinch of larger withholding payments is more than offset by greater benefits. Minimum monthly benefits have been upped from \$25 to \$30—and the new law authorizes a study of the feasibility of raising this minimum benefit to \$55, \$60 or \$75. Another of the new rules will work to the advantage of many professional employees whose earnings, now fairly high, were meager minimums during past lean years.

This is the "drop-out" rule. It works like this: The size of your pension is based on "average monthly earnings." In figuring this basis, you'll be permitted to omit from your calculations as much as five years past in which you were earning low pay, weren't covered by Social Security, or weren't working at all. Exactly how much "drop-out" is allowable depends, of course, on each individ-

Bigger Retirement Pensions

AVERAGE MONTHLY EARNINGS DURING WORKING YEARS	Monthly Pension of retired worker 65 or older		Monthly pension of retired worker and wife, both 65 or older	
	NOW	FUTURE	NOW	FUTURE
\$200	\$70.00	\$ 78.50	\$105.00	\$117.80
\$220	\$73.00	\$ 82.50	\$109.50	\$123.80
\$240	\$76.00	\$ 86.50	\$114.00	\$129.80
\$260	\$79.00	\$ 90.50	\$118.50	\$135.80
\$280	\$82.00	\$ 94.50	\$123.00	\$141.80
\$300	\$85.00	\$ 98.50	\$127.50	\$147.80
\$320	\$85.00	\$102.50	\$127.50	\$153.80
\$340	\$85.00	\$106.50	\$127.50	\$159.80
\$350 or more	\$85.00	\$108.50	\$127.50	\$162.80

Family Benefits If You Die

Worker's Average Monthly Earnings	Widow Age 65 or Older	Widow, Any Age, One Child	Widow, Any Age, Two Children	Widow, Any Age, Three Children
\$200	\$58.90	\$117.80	\$157.00	\$160.00
\$250	\$66.40	\$132.80	\$177.00	\$200.00
\$300	\$73.90	\$147.80	\$197.00	\$200.00
\$350	\$81.40	\$162.80	\$200.00	\$200.00

dual case history. But the point is that this new rule serves generally to raise earnings upon which pensions are based and will be of particular value to older personnel in any architect's or engineer's office.

The same general effect is produced by a new ruling on disability. If, in past years, you couldn't work because of disabling sickness or accident, these periods will be ignored in figuring your retirement-age pension. Certain specific limitations apply to both these rules, of course. But

in certain instances both the "drop-out" and the "disability freeze" can be applied to qualify a worker for a Social Security pension to which he formerly would not have been entitled.

All the foregoing has been necessarily brief. But it adds up to a system of social security that is really new and is vastly broader than ever before. To many a self-employed architect, particularly, it offers a remarkable chance to eat a piece of professional cake and have it too!

A College Prepares for Progress

The growth of the College of Architecture and Allied arts at the University of Florida reflects the growth of the building industry in this state. Its mushroom expansion from a raw beginning in 1929 to its present position as fourth largest in the nation is no accident. It's the direct result of the building industry's demand for properly trained personnel.

That demand is still growing. Right now the Department of Architecture stands sixth in enrollment among the 70 or more University departments in the upper division. And an A.I.A. report on education and registration recently estimated that expanding needs for buildings would require, by 1970—a mere 16 years—school enrollments 96 per cent greater than those of 1953 to maintain the current ratio of architects to urban population.

That's a national estimate, based, presumably, on national averages. Florida, however, is spouting way above this yardstick with population and industrial growth rates far exceeding—in some cases three and four times—national averages.

Thus, bald statistics alone indicate

that the U. of F.'s College of Architecture and Allied Arts is bursting at the seams—and that something must be done about it. Plans and a program have already been formulated for a new building—the need for which was outlined in these columns in August. Need for the structure—which at best cannot be made ready until 1956—is further highlighted by the current recommendations of the College faculty.

These, in part, are prudently based on the almost certain increases in teaching loads that the College will face in the immediate future. Right now that teaching load is exceeded by only six of the University twelve upper division colleges. During the past year only one school is the country awarded more degrees in architecture than did Florida.

Handling these increased educational demands is partly a matter of organization. Now under consideration is a plan to divide the existing Department of Architecture—at present composed of five related teaching departments—into three departments. Courses in Building Construction and Community Planning would then be

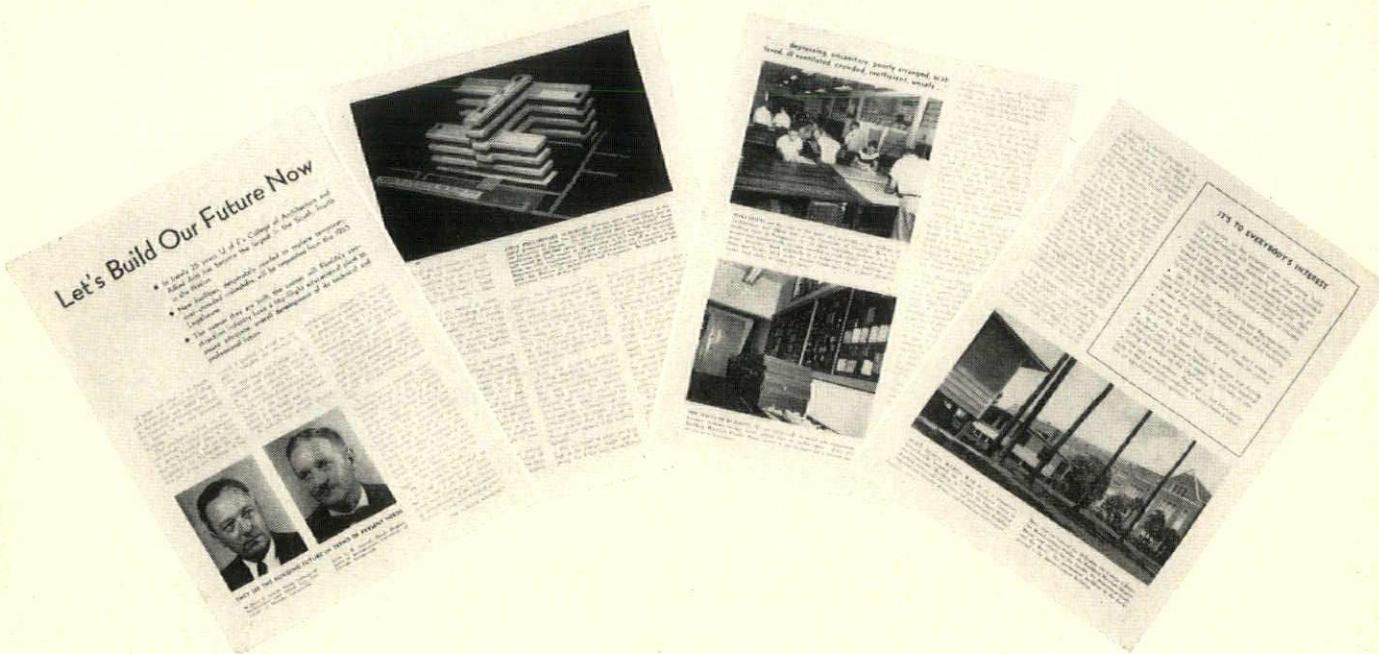
handled separately as two additional departments.

To make this feasible more equipment is needed—to say nothing of space. Staff additions will also be required, particularly personnel to head the new departments of Building Construction and Community Planning. So far as equipment is concerned, one forward step has already been taken. The Department of Architecture now is enjoying use of new drafting tables designed by a staff member to replace some 250 ancient-age makeshifts. Personnel additions must await decisions on appropriations.

* * *

During the past two years many and varied honors to mark overall accomplishment have come to the College. In architecture, students have taken prizes in several design competitions. A graduate student won a Fulbright grant for study in England. And more recently, CORA LEE WELLS received one of the seven scholarship awards by the National Board of Fire Underwriters through the American Architectural Foundation.

Thus the quality of the College's activities are being recognized out of its locality as well as in the State. That's another encouraging sign of a firm educational foundation and a sound, healthy growth.

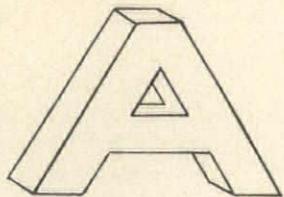


The article headed "Let's Build Our Future Now" that appeared in the August issue of *The Florida Architect* has been reprinted for distribution to every element of Florida's building industry. It also has been brought to the

personal attention of all State Legislators. Additional copies can be secured by addressing Dean William T. Arnett, College of Architecture and Allied Arts, University of Florida, Gainesville.

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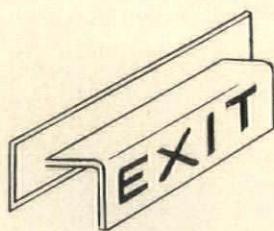
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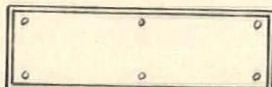
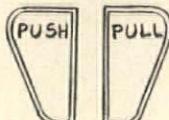
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Proposal On A Problem

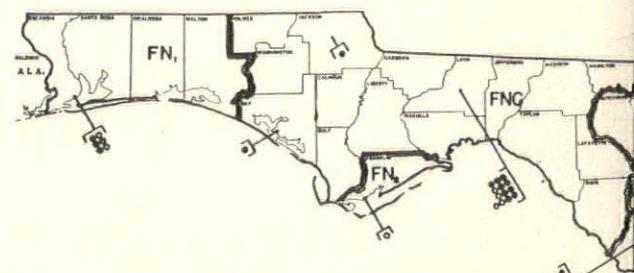
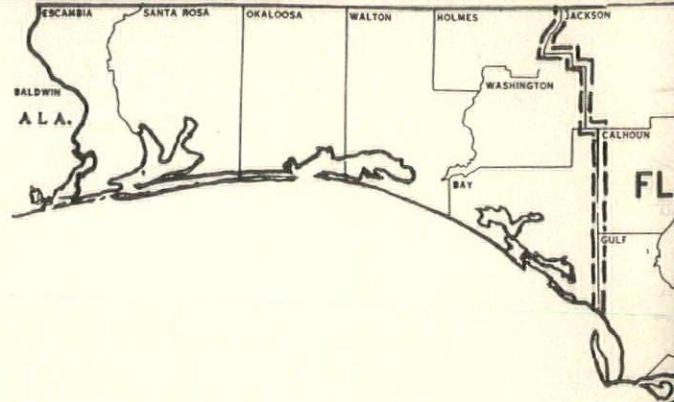
The matter of possible redistricting may emerge as one of the chief pieces of business at the 40th Annual convention. It is not so much a question as to whether or not some reorganization of Chapter areas and relationships is desirable. It is more pointedly a problem of how such reorganization can best be accomplished. Thus it is a subject that touches every F.A.A. member and calls for careful thought, wise action.

The problem is not a new one. Since the Redistricting Committee was appointed at the 1952 annual meeting, the whole subject has been under study. The Committee's report at the St. Petersburg meeting last year presented two general plans, requested membership reaction to each and asked for a continuance of its work during 1954.

Plan "A" was designated as being generally the more preferable of the two submitted last year. On the basis of that plan the Committee has developed a graphic proposal for an adjustment of Chapter boundaries and a realignment of chapter representation on the F.A.A. Executive Board. This proposal is, of course, tentative and is shown on the large-scale map here. As a helpful comparison with current conditions the small-scale map (originally published in the *F.A.A. Bulletin* for June, 1952) indicates present chapter boundaries and the approximate distribution of registered architects in the State.

As outlined by the Committee, Plan "A" called for: a) an Executive Secretary and a General Counsel; b) a President and Secretary-Treasurer selected from the State at large; c) three Vice-Presidents each representing a particular area of the State; and d) directors representing the chapters, the small chapter having one director, the medium-size chapter having two directors (or one director with two votes), and the large chapter having three directors (or one director with three votes).

Note that the graphic proposal divides the State into three geographical sections, suggests some immediate changes in chapter boundaries and indicates the eventual formation of some additional chapters.



	Vice Presi- dents	Direct- ors*
FLORIDA NORTH SECTION	1	(3)
Florida North Chapter	-	1
Florida North Central Chapter	-	1
FLORIDA CENTRAL SECTION	1	(3)
Daytona Beach Chapter	-	1
Florida Central Chapter	-	2
FLORIDA SOUTH SECTION	1	(7)
Broward County Chapter	-	2
Florida South Chapter	-	3
Palm Beach Chapter	-	2

STUDENT SECTION

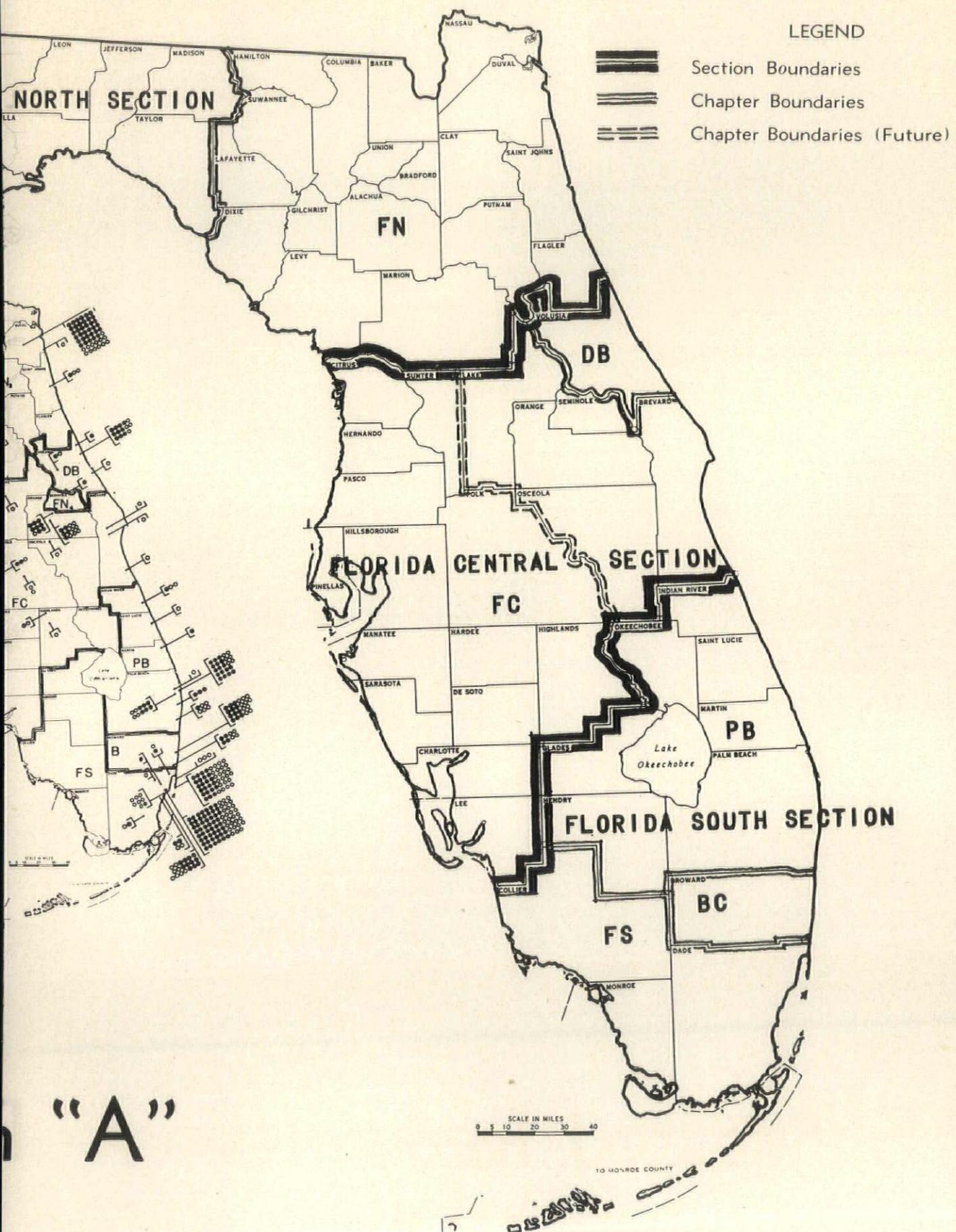
University of Florida
Student Chapter**

*Example shown is based upon number of Institute members as shown in 1953-54 Membership Directory of The AIA.

**It is proposed that the Student Chapter be represented on the Board by a Student Representative whose duty it would be to maintain liaison between the F.A.A. and the Chapter.

Membership of the Redistricting Committee is: William T. Arnett (Florida North), Chairman; George Votaw (Palm Beach); Lawrence Hitt (Florida Central); Willis Stevens (Florida North); and John Stetson (Palm Beach).

Suggested Redistricting - F



Chapter News & Notes

CONVENTION PLANS NEARLY COMPLETE

With the 40th Annual Convention of the F.A.A. barely six weeks away, the Convention Committee, chairmanned by RAYMOND H. PLOCKELMAN, is whipping plans into final shape for what an enthusiastic group of Palm Beachers hope will be one of the best F.A.A. get-togethers on record.

Final announcements regarding the serious side of the Convention—speakers, seminars and the like—will be made on these pages next month. The exhibit of architects' work, with BELFORD SHOUMATE in charge, bids fair to become a major attraction of the meeting as well as an excellent opportunity for bettering professional public relations. And GEORGE J. VOTAW, in charge of the Building Products Exhibit, reports that interest is high and space commitments are

now coming in. Among firms that have already signed for exhibits are: St. Charles Manufacturing Co., (kitchens); John H. Couse (York air conditioning); Gate City Sash & Door Co. (windows); U. S. Mengel Plywood; Hunter-Douglas Corp.

Entertainment, for both delegates and their ladies, is being handled by HILLIARD T. SMITH and JOHN STETSON. A combined report suggests that from this angle the Convention will offer one grand time for everyone!

Entertainment for the ladies will include a motor tour of Palm Beach, then visits to several of the larger of the old estates that in the plush past gave Palm Beach its reputation for being the playground of the rich. That will be on Friday. Luncheon at the Sailfish Club will include a fashion show of resort styling.

Both Thursday and Friday evenings there will be cocktail parties for all visitors and guests—and that of

Thursday may include a swimming and diving exhibition. Saturday afternoon all registered members and their wives will be welcome on a deep-sea fishing expedition. Saturday evening there will be a number of informal parties.

Throughout the Convention transportation will be available—for ladies who may wish to go shopping, or see Palm Beach sights in more detail, and also to take groups to the Norton Art Gallery to see both the permanent exhibition and the display of architects' work that will be shown there. Of course, there will always be golf on several of Palm Beach's famed courses, and swimming in the fabulous pool of *La Coquille Hotel*, the Convention's three-day home.

Does that sound like a good time ahead? It should, for JOHN STETSON says: ". . . We hope to make this a fall vacation period for architects and their wives, a three-day round of

F.A.A. LEGISLATIVE COMMITTEE NOTES ITEMS FOR CONVENTION ACTION

The Florida Association of Architects' Legislative Committee has been advised by the Florida State Board of Architecture that certain desirable amendments to the laws regulating the practice of architecture will be submitted to the F.A.A. in the near future. These suggested amendments will be placed in the hands of the members of the F.A.A. Legislative Committee as soon as they are received by the Committee Chairman. The members of the Committee will be requested to review the proposed changes with the architects in their particular area and be prepared to discuss them during the 1954 F.A.A. Convention.

All F.A.A. members are requested to contact members of the Legislative Committee in their area to review the amendments as proposed by the State Board of Architecture, and also to advise the members of the Legislative Committee as to any suggestions for

other legislative activities by the F.A.A. at the 1955 session of the Florida Legislature.

The Joint F.A.A.-A.G.C. Cooperative Committee, which was organized in Orlando on July 14, is making a proposal of the two parent bodies as follows: "*The legislative interests of the two sponsoring organizations should be coordinated.*" It is proposed that the legislative program of each of the sponsoring organizations be forwarded to the other for review, and it is expected that the A.G.C. program will be available for review at the time of the F.A.A. Convention in November.

Reference is made to the article appearing on pages 6 through 9 of the August 1954 issue of *The Florida Architect* entitled, "Let's Build Our Future Now." It is expected that a decision will be reached at the November Convention as to endorsement and active support in the Legislature by the F.A.A. of

the effort by the University of Florida College of Architecture and Allied Arts, to secure "new facilities desperately needed to replace temporarily overcrowded makeshifts."

A meeting of the F.A.A. Legislative Committee will be held at 12:30 for lunch, on November 18, at the La Coquille Hotel, Palm Beach, Florida.

Members of the F.A.A. Legislative Committee are as follows:

FRANKLIN S. BUNCH Jacksonville
A. J. FERENDINO Miami Beach
ELIOT FLETCHER Tampa
SANFORD GOIN Gainesville
HARRY GRIFFIN Daytona Beach
ELLIOTT HADLEY St. Petersburg
R. DANIEL HART Pensacola
A. WYNN HOWELL Lakeland
PRENTISS HUDDLESTON Tallahassee
RAY PLOCKELMAN Palm Beach
JAMES POWNALL Ft. Lauderdale
JAMES ROGERS, II Winter Park
WILLIAM STEWART Vero Beach
WILLIAM ZIMMERMAN Sarasota

fun. We're trying hard to fix things so everybody can keep amused, whatever individual likes may be."

The November issue of *The Florida Architect* will carry a fully detailed program of the Palm Beach Convention.

SARASOTA-BRADENTON GROUP MEETS

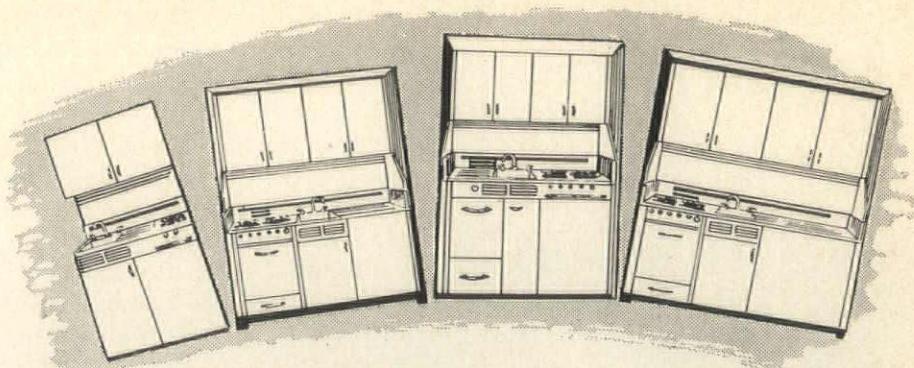
In the Florida Central Chapter formal chapter meetings are scheduled only every quarter, due to the fact that long distances separate key areas of professional activity. In the Orlando area the Orange County Architects' Association carry through the F.A.A. program between Chapter meetings. In St. Petersburg a group of architects meet, usually each Thursday, at the Yacht Club for a professional luncheon. And in Sarasota last August 24, thirteen F.A.A. members who form the Sarasota-Bradenton Association of Architects met at Martine's Coach House for a scheduled monthly meeting.

The meeting was marked by enthusiasm for future cooperation between local architects. Principal piece of business was a decision to invite the Florida Central Chapter to hold its first quarterly meeting of 1955 in Sarasota. The date will be January 8; and it's hoped that about 100 architects and guests will attend.

Though no program details are yet ready, JOHN M. CROWELL and ROLAND W. SELLEW, who were named by President RALPH S. TWITCHELL as a committee on arrangements, have cocked an eye on professional public relations and are considering a program that will be of interest to the Sarasota-Bradenton public as well as to architects. PAUL RUDOLPH and WILLIAM ZIMMERMAN were named to secure a speaker of wide recognition for the evening.

Another meeting, prior to the Chapter meeting to be held in Orlando October 9, will include election of new officers for the Sarasota-Bradenton group. Present officers are: RALPH S. TWITCHELL, president; WILLIAM ZIMMERMAN, secretary; WERNER KANNENBERG, treasurer.

(Continued on Page 16)



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Does Planning, Cost too Much?

(Continued from Page 5)

FIRST: Correct three public misconceptions about planning.

The public frequently misconstrues the architect's job by considering him too often an embellisher of buildings which might be built without him. Second is the public's misunderstanding regarding the architect's relationship to costs. Few of the building public realize that "The architect sells no products and therefore cannot be an architect and give a cost guarantee, though he must furnish the best possible cost guidance."

Third misconception concerns the way architects are paid. The public apparently thinks that the architect's "fee" is a charge against the building over and above the building cost. Possibly because the fee is usually stated as a percentage of construction cost, it frequently appears to the public as an extra, perhaps a luxury; while the fact is that the architect's work is as necessary to a building as a foundation and that the architectural staff that prepares plans and specifications is a payroll expense which must be met as a first, rather than last, charge against any building.

SECOND: Keep the public more closely advised on costs.

Because of his position in the building industry, the brunt of that will fall on the architect. Reputation of the building industry has been impaired through the public's impression that "buildings can cost more than you think"; and the moral obligation of the industry is to keep the public advised on costs, to explain them, even anticipate them and to do all possible to control them.

THIRD: Teach the public how to help keep costs down.

Most architects' clients do not know how, because 60 to 90 per cent of them are beginners in building. They do not realize that changes cost money; and they are wont to blame the architect for added costs resulting from their own decisions relative to changes or additions once the job has begun.

Further, accurate cost data can help hold costs down. But that takes time and skill to obtain and the client should pay what is needed to get it.

FOURTH: Recognize that building is a team operation; and organize the team better.

Because he has the final executive responsibility for all decisions including those on costs, the owner is the head of the team. A complete team includes the architect as the owner's agent and his representative, the engineers, builders, real estate men and whatever technical consultants the job requires. Each member has dual responsibility—for his own part of the work and the way it must fit with all the other parts. Except where the owner is his own builder, the architect must be the sole coordinator; and to be most effective in that role he must be in on the project from the very first.

FIFTH: Make the nature of architectural services better known.

Barring outright advertising, the best apparent method for an individual architect to establish his name is "by favorable mention of his performance in the papers." Collectively, however, there is much more to be done to clarify the work of the architectural profession in the public's mind.

(The California forum disclosed the fact that more adherence to a public relations policy of "doing good work and taking the credit for it" is not a sufficiently incisive program for educating the public on many details of architectural activity. In the matter of payment for architectural services, for example, the percentage fee system is not only confusing to the public. It may even be regarded as an excuse for architects to let building costs soar; and with considerable logic has been scored as at least a psychological barrier to the architect's developing efficiencies and technical advances to lower building costs.)

SIXTH: Set adequate totals for budgeting a building's plans.

If quality of planning is not to suffer through inadequate performance, the budget for plans and spe-

cifications and necessary supervision to carry them through should be adequate in all respects. Today's building team is more complex than formerly simply because today's buildings are complex. Most owners would agree that inadequate planning budgets must result in reduced performance in architecture, engineering or supervision. And most owners should recognize the fact that failure to accept today's higher planning costs can only result in reducing a building's performance in favor of higher operating and maintenance costs.

Another facet of this situation is reflected in the fact that as buildings become more complicated mechanically, engineering costs rise; and the architect's own job becomes more costly due to the complications of coordinating engineering details with architectural plans. It is obvious that no member of the planning team can be paid at the expense of another without risking the quality of the whole. Thus, expenses of the entire planning operation should be budgeted. And, as the captain of the building team under the owner's direction, it behooves the architect to first make clear (how and why) current building complexities have raised planning costs.

These six recommendations, considered individually, might appear to be so obvious as to merit scarcely more than an approving nod. Let's not be misled by their simplicity. A panel of some of the keenest and most experienced brains in the business have selected these six points as the foundation upon which to build a better construction industry. That they were selected with particular relation to California doesn't in any way reduce the force of their direct application to our own Florida situation.

Taken together the six points in bold-face outline the sort of overall educational program that is particularly needed in Florida. A small start along some of these lines has admittedly been made. But much, much more remains to be done. And the time for doing it can never be better than now.

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Chapter News & Notes



GREATER MIAMI HOME SHOW, held during mid-September at the Dade County Auditorium, included this exhibit of residential design. Sponsored and prepared by members of the Florida South Chapter, the exhibit contained photographs of completed work and presentation sketches of proposed jobs.

FLORIDA NORTH

There's not an architect who has ever planned an outing or a Chapter officer or committee member who has worked hard to make an outing a success who will fail to read between the lines of this month's report from Jacksonville. Sad thing is, nothing can be done about it!

It's probably happened to everyone. So, the following falls into our "No Comment" department.

"The Florida North Chapter meeting held at Gold Head State Park on August 28 will long be remembered as the most 'all wet' meeting ever held by this Chapter. It was a picnic meeting. And, true to form of all picnics, everyone got thoroughly soaked by the rain and showed signs of nervous strain due to too much close lightning.

"The storm lasted all afternoon so the picnic was restricted to a shelter of moderate size. Food was placed on



GROUND-BREAKING—J. H. Buchanan, president of Maule Industries, wields the traditional spade at ground breaking ceremonies for his company's new headquarters building in Miami. To his right above is R. G. Witters, contractor for the building. The architects are represented by Russell T. Pancoast, second from right, and Andrew J. Ferendino, extreme right, of Pancoast, Ferendino, Skeels & Burnham.

one table for all to help themselves. This was promptly done by all. After every one had had two or three turns at the table, little groups gathered together and discussed—the storm!

"Darkness fell about seven o'clock and the members all started for their homes and dry clothes. Thus ended the First Annual Picnic of the Florida North Chapter!"

PALM BEACH

At last month's meeting speaker of the evening was G. C. Hosch, Lake Worth accountant and tax consultant, who discussed the most recent Federal tax and Social Security laws and the ways in which these would affect professional architects. Following his talk members asked a number of questions on the subject. (*The substance of Mr. Hosch's discussion on the application of new Social Security laws to the architectural profession, appears on pages 6 and 7 on this issue.—Ed.*)

Newest architectural public relations project in the Palm Beach-Fort Worth area is a television program over WJNO-TV. It's the architect's own program and will start on a regular basis in the near future. AMES BENNETT, chairman of the committee handling it, is now perfecting plans and is interested in hearing from any architects in the Palm Beach area who would be winning to participate.

LOCAL EXHIBITIONS URGED AS GOOD PR PROJECT

Last month's announcement story on the Architectural Exhibit to be held at Palm Beach during the Convention next month was hardly in the mails when a call reached the editor of *The Florida Architect* from BILL HARVARD of St. Petersburg. Bill was last year's Convention Exhibit Chairman. His call was about the Exhibit planned for this year. It also concerned an idea of his for stimulating public interest in architect's work—in line with Bill's job as Chairman of the F.A.A. Committee on Public Information.

(Continued on Page 18)

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Chapter News & Notes

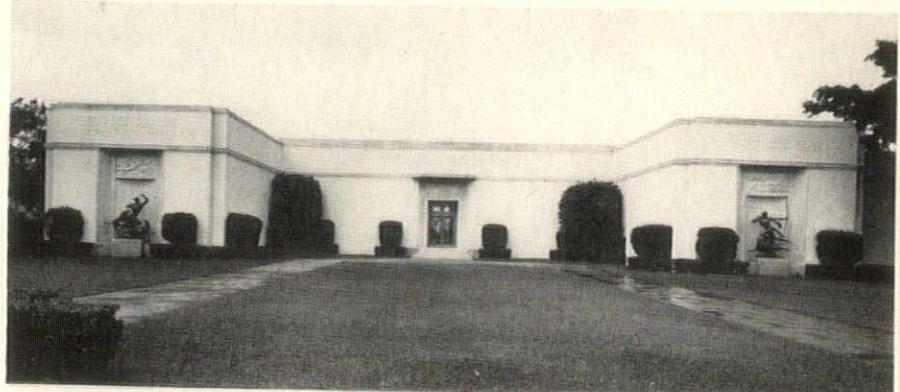


EXHIBIT SITE—Norton Art Gallery at West Palm Beach will house exhibition of architect's work during the 40th F.A.A. Annual Convention at Palm Beach, November 18-20.

(Continued from Page 17)

"Why not," said Bill Harvard over the telephone, "Use material that will be made ready for the exhibit at Palm Beach as a series of local exhibits throughout the state. Each Chapter, or local group of architects, could prepare material prior to sending it to Palm Beach and could show it locally. Local department stores would undoubtedly cooperate. And newspaper editors should find plenty of interest in what buildings were being planned locally. What do you think of the idea?"

We thought it an excellent one, urged Bill to carry it through and told him to count on all possible assistance from this quarter.

Here, received well before we went to press, is a letter on the subject. It was sent to Chapter Presidents as a communication from the Public Information Committee. It is reproduced here because of its specific interest to all F.A.A. members who plan to submit one or more of their projects to the Palm Beach Convention Exhibit.

"The St. Petersburg and Clear-

water members of the F.A.A. are planning to have an architectural exhibit and reception prior to the Convention. This exhibit will contain entries to be sent down to Palm Beach. By showing our work twice, it will in a measure repay us for our trouble in preparing panels. And, of course, it will help show the public the results of our work in the community.

"Mr. Al Schelm, manager of Maas Brothers, our local department store, enthusiastically offered display space, as well as possible space in their advertising. He will also assist in the hanging of the exhibit.

"Mr. Douglas Doubleday, building editor of the St. Petersburg Times, says, 'The exhibit is a good spring-board for news stories and publicity of the architect's work'. He earnestly encouraged the idea and thinks it is a positive way to show the value of an architect.

"Mrs. Winfield Lott, chairwoman of the public reception held at last year's exhibit here in St. Petersburg, thinks the event last year was so successful that the reception, open-house, idea should be repeated.

OBJECTIVES

The objectives of the Florida Association of Architects shall be to unite the architectural profession within the State of Florida to promote and forward the objectives of the The American Institute of Architects; to stimulate and encourage continual improvement within the profession; to cooperate with the other professions; to promote and participate in the matters of general public welfare, and represent and act for the architectural profession in the State; and to promote educational and public relations programs for the advancement of the profession.

"Here's a sample invitation::

Pinellas County Members
Of The American Institute of Architects
Cordially Invite You and Your Friends

To Attend

An Architectural Exhibit
At Maas Brothers

November 2 through 6 3 to 5 P.M.

"It is good news that the Palm Beach Exhibit will allow drawings, because this will help the newer members of the profession to display their work—and will help liven up the show.

"The purpose of this letter is to seek out volunteers to head up this project in each community where such an exhibit is possible. It will be appreciated if you will contact by phone anyone you know interested in pushing this project.

"Even if the exhibit is small and select, it will serve a good purpose. It will provide a means for reaching the public and afford an excuse for architects to be hosts at a reception, or open house."

Proof that architectural exhibits are of keen interest to the public—and a potent means for furthering a better understanding of good architectural design—is the history of last year's exhibit. It was shown in five Florida cities, one in Georgia, two in Virginia and one in Alabama. Currently it is at Washington, D. C., where it is being readied for a Latin-American tour under the official sponsorship of the U. S. Information Agency.

The pointed success of this exhibit was due partly to the excellence of its subject matter. But partly also it was because of the well-organized fashion in which the exhibit tour was handled by the Center of The Arts at the University of Florida under direction of JOHN L. R. GRAND.

Accompanying the two cases of material that comprised the exhibit were packing instructions, a report form with shipping instructions and a suggested news release for local use. Itinerary of the tour had been arranged via a preliminary letter from Tom Grand. This letter created excellent reaction from most quarters. Curiously enough, however, the exhibit appeared to hold no interest for three of the F.A.A.'s seven Chapters.

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Producers' Council Program

The Caravan Is Coming

In mid-October architects in the Miami and Jacksonville areas will have an opportunity to visit and study one of the most unique exhibits ever dreamed up. Again this year the Producers' Council, through what it calls the "Caravan of Quality Building Products," is bringing to the doorsteps of the nation's designers and builders a collection of top-flight displays of the newest and most significant product developments in the building field.

As in the past this ingenious traveling display is freely open to all architects—including their staff members. In Jacksonville, Caravan exhibits will be shown in the Ballroom of the Roosevelt Hotel, 33 West Adams Street, on Friday, October 15, from 10:00 in the morning till 10:00 at night. The Miami exhibit will be open on Tuesday, October 12, from 11:30 in the morning to 10:00 at night. The place will be the Miami Beach Auditorium, 1700 Washington Avenue.

In Jacksonville the Florida North Chapter, F.A.A., has scheduled a meeting in conjunction with the Caravan exhibit. In Miami, the local Producers' Council Chapter will be hosts to registered and practicing architects in the Greater Miami area at a cocktail party to be held at the Miami Beach Auditorium from 5 to 7 p.m. on Monday, October 11, prior to the opening of the Caravan exhibit.

To those who view the Caravan show for the first time, it will seem



incredible that the displays of 43 nationally known building product firms can be packed into a single van, however large, and rolled throughout the country to cover its 33 major marketing areas. For each display booth is a unit by itself, carefully and expertly designed to provide as wide as possible a range of technical information for the quick comprehension of busy professional men. Each unit is free-standing. Each is colorful, well-lighted, and provides the sort of background that will most effectively show the product involved. And each is packed full of an amaz-

ingly complete fund of vital, quick-reading facts geared to the interests and technical needs of designers, engineers, specification writers, field supervisors, construction superintendents, builders and even students.

Though each individual display is different from any other, all of the 43 have been designed to present a well-coordinated exhibit. Thus, the Caravan show becomes an easy and pleasurable way to absorb the latest data on the materials and equipment with which architects' designs are built. For any building professional it's too good a show to miss.



Typical of Caravan exhibits is this display in which detailed information and working models keep architects informed of new developments in door hardware. This particular display is one of several new products being exhibited for the first time.

F. A. A. Operating Committees—1953-1954

In the work of any organization's operating committees lies the ability of that organization to make progress. Listed here are the Committees of your professional Association whose reports will be presented and considered at the Palm Beach Convention next month. Right now most of these reports are still incomplete. So, if you have a suggestion to offer on the work of any committee, write the chairman at once. His address is listed below.

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